



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/612,395	07/02/2003	Taylor N. Van Vleet	ZNET.093A	3210

20995 7590 03/26/2007  
KNOBBE MARTENS OLSON & BEAR LLP  
2040 MAIN STREET  
FOURTEENTH FLOOR  
IRVINE, CA 92614

EXAMINER
----------

BURGESS, BARBARA N

ART UNIT	PAPER NUMBER
----------	--------------

2157

SHORTENED STATUTORY PERIOD OF RESPONSE	NOTIFICATION DATE	DELIVERY MODE
3 MONTHS	03/26/2007	ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Notice of this Office communication was sent electronically on the above-indicated "Notification Date" and has a shortened statutory period for reply of 3 MONTHS from 03/26/2007.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

jcarter@kmob.com  
eOAPilot@kmob.com

<b>Office Action Summary</b>	<b>Application No.</b> 10/612,395	<b>Applicant(s)</b> VLEET ET AL.	
	<b>Examiner</b> Barbara N. Burgess	<b>Art Unit</b> 2157	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 22 December 2006.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-13 and 46-55 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-13, 46-55 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |                                                                                                            |                                                                                         |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____                                                |

### **DETAILED ACTION**

This Office Action is in response to Amendment filed December 22, 2006. Claims 1-13, 46-50 are presented for further examination. Claims 51-55 are presented for initial examination.

#### ***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-13, 46-55 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hentzel et al. (hereinafter "Hent", US Patent 6,877,007 B1) in view of Tamir et al. (hereinafter "Tamir", US Patent Publication 2002/0063735 A1).

As per claims 1, 55, Hent discloses a web site system and method, comprising:

- A web server system that is responsive to requests from online users by generating and returning web pages (column 3, lines 30-43, 59-65, column 6, lines 15-21, 34-40, column 7, lines 27-40);
- An event history server that persistently stores event data descriptive of events that occur during browsing sessions of each of a plurality of users of the web server system, wherein the event history server stores the event data substantially as corresponding events are reported to the event history server by the web server

Art Unit: 2157

system (column 3, lines 40-45, 50-61, column 7, lines 43-50, 48-53, column 9, lines 2-5, column 10, lines 40-40).

Hent discloses the tracking server (history server) enabling the Web server (application) and business computers (applications) to request a user's interaction with one of the tracked resources using the request processing application on the tracking server. The tracked sessions are grouped and requested by Web server and business computers according to location, date, length of session, and type of session (column 8, lines 62-67, column 9, lines 1, 55-64, column 10, lines 8-22). Therefore, Hent implicitly discloses the event history server implements a query interface through which the one or more applications retrieve the event data associated with particular users by event type and by event time of occurrence.

Hent does not explicitly disclose:

- Wherein the web server system includes one or more applications that generate personalized content for recognized users based on browse histories of such users;
- An event history server that makes event data available in real time to the one or more applications to facilitate personalization of web pages for the users;
- The web server system uses the event data retrieved by the one or more applications via query interface to generate personalized web pages for transmission to users.

However, in an analogous art, Tamir discloses a server system able to track each user's activities and customize presentation of information to users based on factors including user's preferences and prior use history (paragraphs [0038, 0049, 0058, 0076]). Tamir

Art Unit: 2157

further discloses the server system having an External Interface allowing interfacing with other systems. External applications retrieve user information from the server system via real-time transmission. Communication server (history server) used to communicate with client applications, use real-time methods to process URLs sent by client applications. Any new URL information or new information pertinent to the customization of user information is used to generate new custom configuration information (paragraphs [0038-0039, 0106-0108, 0122]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's web server system and making event data available in real-time in Hent's system in order to track the activities of individual web users and then tailor the user's web browser and web information for optimal presentation of information based on the user's prior activity.

As per claim 2, Hent does not explicitly disclose the web site system of Claim 1, wherein the event history server records the event data for a given event as an event object that includes at least the following: an event type identifier, an event value, a user ID, and a time stamp. However, in an analogous art, Tamir discloses storing tracking records such as session records, application records, and activity records in a database including the Session Identifier, User Identifier, Application Identifier, Application Start and End Times, Activity Data, Session Identifier, Session Start and End Times (paragraphs [0052-0057]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's history server recording the event data for a given event as an event object that includes at least the following: an event type identifier, an event value, a user ID, and a time stamp in Hent's system in order to identify the user application, indicate the activity the user executed with the application, and determine when the client application began and ended communication with the server system.

As per claim 3, Hent does not explicitly disclose the web site system of Claim 1, wherein the event history server includes at least one storage layer server that stores the event data persistently by user ID, and further includes at least one cache layer server that caches event data of online users.

However, in an analogous art, Tamir discloses the server system includes the content servers, download servers, communication servers, load balancer, database, log files, and reporting servers. Whenever the server system receives data, it includes the User Identifier. The User Identifier is used to perform specific function including identifying the user at login, accessing database and log files to determine the user's prior activities (paragraphs [0036, 0059-0062]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's event history server includes at least one storage layer server that stores the event data persistently by user ID, and further includes at least one cache layer server that caches event data of online users in

Art Unit: 2157

Hent's system in order to identify the user application, indicate the activity the user executed with the application, and determine when the client application began and ended communication with the server system.

As per claim 4, Hent does not explicitly disclose the web site system of Claim 2, wherein the cache layer server is configured to collect event data of an unrecognized user during a browsing session, and to pass such collected event data to the at least one storage layer server for persistent storage thereof if the unrecognized user becomes recognized during the browsing session.

However, in an analogous art, Tamir discloses the server system determines if the user is new by searching pre-existing unique User Identifiers. The system requests a unique User Identifier and stores the identifier for future visits by the user (paragraphs [0044-0046]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's cache layer server is configured to collect event data of an unrecognized user during a browsing session, and to pass such collected event data to the at least one storage layer server for persistent storage thereof if the unrecognized user becomes recognized during the browsing session in Hent's system in order to prevent the use of unauthorized users.

As per claim 5, Hent does not explicitly disclose the web site system of Claim 1, wherein the event history sever comprises a plurality of cache layer servers, each of

Art Unit: 2157

which is assigned to a different respective set of browse session ID's such that a given user remains assigned to a particular cache layer server throughout a browse session. However, in an analogous art, Tamir discloses a session record includes the Session Identifier, User Identifier, Start and End Times (paragraphs [0052-0053]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's event history sever comprises a plurality of cache layer servers, each of which is assigned to a different respective set of browse session ID's such that a given user remains assigned to a particular cache layer server throughout a browse session in Hent's system indicating how long the user communicated with the server system and how the session was terminated.

As per claim 6, Hent discloses the web site system of Claim 1, wherein the event history server comprises a plurality of minored storage layer servers that persistently store like event data by user ID (column 8, lines 62-65).

As per claim 7, Hent does not explicitly disclose the web site system of Claim 1, wherein the query interface of the event history server supports queries of the form "has User X accessed URL Y?".

However, in an analogous art, Tamir discloses using fields the server system is able to track each application's activities and customize presentation of information. The Application Information Record further includes a Client Query Time Interval field which



Art Unit: 2157

indicates the time period between application queries to the server for information (paragraphs [0067-0070]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's query interface of the event history server supports queries of the form "has User X accessed URL Y?" in Hent's system in order to determine the particular activities of a user.

As per claim 8, Hent does not explicitly disclose the web site system of Claim 1, wherein the query interface of the event history server supports queries of the form "when has User X accessed URL Y?".

However, in an analogous art, Tamir discloses using fields the server system is able to track each application's activities and customize presentation of information. The Application Information Record further includes a Client Query Time Interval field which indicates the time period between application queries to the server for information (paragraphs [0067-0070]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's query interface of the event history server supports queries of the form "when has User X accessed URL Y?" in Hent's system in order to determine the particular activities of a user.

Art Unit: 2157

As per claim 9, Hent discloses the web site system of Claim 1, wherein the event history server records event data for substantially every mouse click action of every recognized user of a corresponding web site (column 8, lines 48-60).

As per claim 10, Hent discloses the web site system of Claim 1, wherein the event history server records impression event data indicative of specific items presented to users on dynamically generated web pages (column 3, lines 60-65).

As per claim 11, Hent discloses the web site system of Claim 1, wherein the at least one application includes a web search application that provides functionality for searching an index of web pages, and uses the event history server to identify and highlight web search result items that have previously been accessed by a user conducting a current search (column 9, lines 22-40).

As per claim 12, Hent discloses the web site system of Claim 1, wherein the at least one application includes an application that provides functionality for users to interactively view and organize their respective browse history data as recorded by the event history server (column 9, lines 10-15).

As per claim 13, Hent does not explicitly disclose the web site system of Claim 1, wherein the event history server generates user-specific Bloom filters reflective of event

Art Unit: 2157

histories of specific users, and uses the user-specific Bloom filters to respond to queries from the at least one application.

However, in an analogous art, Tamir discloses using fields the server system is able to track each application's activities and customize presentation of information. The Application Information Record further includes a Client Query Time Interval field which indicates the time period between application queries to the server for information (paragraphs [0067-0070]).

Therefore, one of ordinary skill in the art at the time the invention was made would have found it obvious to implement or incorporate Tamir's user-specific Bloom filters reflective of event histories of specific users, and uses the user-specific Bloom filters to respond to queries from the at least one application in Hent's system in order to determine the particular activities of a user.

As per claim 46, Hent discloses the web site system of Claim 1, wherein the web server system is responsive to a page request from a user during a browsing session by retrieving, from the event history server, event data descriptive of at least one event that has already occurred during the browsing session, and by using the event data descriptive of said at least one event to provide personalized content to the user (column 8, lines 45-60).

As per claim 47, Hent discloses the web site system of Claim 1, wherein the web server system reports the events directly to the event history server without use of a web log (column 5, lines 35-55).

As per claim 48, Hent discloses the tracking server (history server) enabling the Web server (application) and business computers (applications) to request a user's interaction with one of the tracked resources using the request processing application on the tracking server. The tracked sessions are grouped and requested by Web server and business computers according to location, date, length of session, and type of session (column 8, lines 62-67, column 9, lines 1, 55-64, column 10, lines 8-22). Therefore, Hent implicitly discloses the web site system of Claim 1, wherein the query interface includes functionality for the one or more applications to additionally retrieve the event data based on types of user-selectable display elements associated with the events.

As per claim 49, Hent discloses the web site system of Claim 1, wherein the event history server stores separate event objects for each of a plurality of respective events that occur during a user's browsing session, each event object being a separately retrievable entity that is retrievable via the query interface (column 8, lines 48-65).

As per claim 50, Hent discloses the web site system of Claim 49, wherein each event object includes an event type identifier indicating a type of an associated event (column 8, lines 62-65, column 10, lines 18-22).

As per claim 51, Hent discloses the web site system of claim 1, wherein the web server system comprises an event reporting component that runs on a web server machine and reports the events to the event history server over a network, said web server machine being separate from machines on which the one or more applications run (column 10, lines 10-23).

As per claim 52, Hent discloses the web site system of claim 1, wherein the event history server stores the event data substantially as corresponding events occur (column 7, lines 43-50).

As per claim 53, Hent discloses the web site system of claim 1, wherein the event history server additionally stores event data descriptive of events reported to the event history server by event reporting software that runs on user computers (column 9, lines 50-65).

As per claim 54, Hent discloses the web site system of claim 1, wherein the event history server is capable of executing a query of the following form, where N, T, and Y

Art Unit: 2157

are variable parameters: "recall last N events of type T for user Y" (column 8, lines 62-67).

### ***Response to Arguments***

**The Office notes the following argument(s):**

(a) Hetzel and Tamir do not teach or suggest all of the limitations of Claim 1.

Amended Claim 1 clarifies that the web server system uses event data...to personalize web pages.

3. Applicant's argument filed has been fully considered but is not persuasive.

**In response to:**

(a) Hent teaches a recording database (event history server) used to store data describing the interactive sessions between a user and a tracked resource. The databases may store the following data: user location, basic information about consumer computer, browser version, inputs such as keystrokes, mousemoves, mouseclicks, and scrolling (paragraph 8, lines 48-60, column 9, lines 1-5). The tracking server (web server) reports this information for storage in the recording database (column 7, lines 52-56, column 8, lines 48-50, column 11, lines 25-35, column 12, lines 30-40).

Hent further teaches a business wanting access to particular user's interactions with various websites. The business can use this information to improve Web pages, such as making it more friendly and easily navigatable (column 13, lines 30-40, column 15, lines 8-13).

Art Unit: 2157

Tamir teaches other systems communicate with contents servers and download servers through external interface. These other systems get information about user interactions with webpages or websites and user preferences from the content and download servers. This information is used by other systems (operators of websites) to customize the presentation of information to the user (paragraphs [0038-0039, 0041, 0049, 0106-0107]).

Therefore, Hent and Tamir, in combination, indeed teaches all the limitations of claim 1.

### ***Conclusion***

4. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Barbara N. Burgess whose telephone number is (571) 272-3996. The examiner can normally be reached on M-F (8:00am-4:00pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Ettinene can be reached on (571) 272-4001. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Barbara N Burgess  
Examiner  
Art Unit 2157

March 19, 2007

  
ARIO ETIENNE  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2100